Vehicle Logic

Insight

Vehicle Logic **Insight** is a powerful industry tool that augments our exclusive and comprehensive tyre and wheel data with new vehicle sales and registration data sets.

Insight provides a granular perspective into geographical vehicle population and national sales volumes, matched to OEM tyre specifications.

Insight powers critical business functions:

- Product forecasting
- Product planning
- Supply chain management
- Marketing strategies

Insight's unique data amalgamation encapsulates:

Vehicle Intelligence: Vehicle Logic's exclusive Australian vehicle data set. It encompasses all Australian delivered vehicles manufactured since 1990, and comprises over 105 researched vehicle attributes, including OE vehicle specifications, 100% fill rate on all standard tyre and wheel specifications, and factory OE tyre options.

New vehicle sales data: This is sourced directly from the FCAI (Federal Chamber of Automotive Industries), which is updated on a monthly basis. It ecompasses all new vehicles, down to specific make and model, sold nationally within Australia, and provides the end user with data dating back to 2013.

Registration data: Sourced from state registry authorities and updated yearly it encompasses all passenger, SUV, and light truck commercial vehicles in operation (VIO).
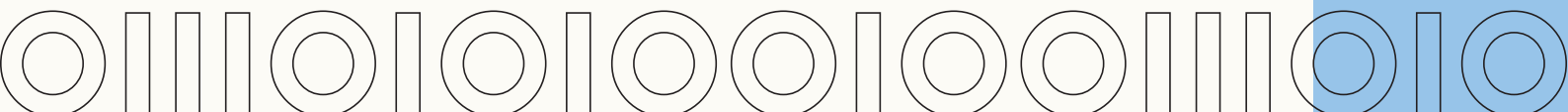
Registration data can be used to achieve a granular level in two unique ways, by:

- Tyre size and postcode
- Vehicle make and model and state

Visit us at **vehiclelogic.com.au** or call on **1800 VLDATA** (1800 853 282)

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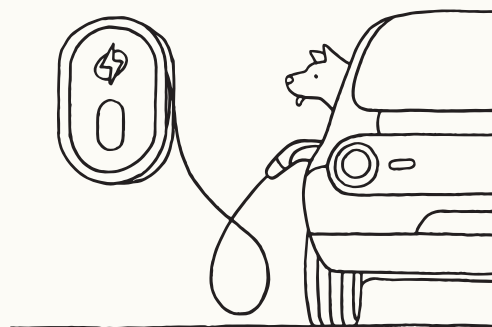
Who profits from Insight?

○ Tyre and wheel retailers

○ Tyre and wheel manufacturers

○ Tyre and wheel marketing strategists

Using Insight. Providing critical information to power your tyre product forecasts and analysis.

Insight is available as a web interface and as a CSV to export and integrate into your own data set and forecasting models and software such as; Microsoft Power BI, Tableau, EXCEL, as well as custom in-house platforms.

Insight can be used for:

○ **Product demand:** Analyse what tyres are forecast to be in demand to assist in the execution of effective and relevant product ordering

○ **Product management:** Strategise what tyres to stock in a targeted area or region to meet supply chain demands

○ **Marketing strategies:** Identify appropriate and targeted marketing channels for select products

○ **Identify changes** in vehicle population for your scrappage model using new vehicle sales data and state registration data

For more information about our POS integrations and partners, visit us at **vehiclelogic.com.au** or call on **1800 VLDATA** (1800 853 282)